

**IT IS THE VENDOR'S RESPONSIBILITY TO CHECK FOR
ADDENDUMS PRIOR TO SUBMITTING PROPOSALS**

REQUEST FOR PROPOSALS SPECIFICATION NO. 03-163

The City of Lincoln Library Board intends to enter into a contract and invites you to submit a sealed proposal for:

LIBRARY CUSTOMER SURVEY

Sealed proposals will be received by the City of Lincoln Library Board on or before **12:00 noon Wednesday, July 2, 2003** in the office of the Purchasing Agent, Suite 200, K Street Complex, Southwest Wing, 440 South 8th Street, Lincoln, Nebraska 68508. Proposals will be publicly opened at the K Street Complex, reading only the names of the firms submitting proposals.

Proposers should take caution if U.S. mail or mail delivery services are used for the submission of proposals. Mailing should be made in sufficient time for proposals to arrive in the Purchasing Division, prior to the time and date specified above.

City of Lincoln Library Board reserves the right to accept or reject any and all proposals, to waive any proposal formalities, and re-advertise for proposals when deemed in the best interest of City of Lincoln Library Board.

LINCOLN CITY LIBRARIES LINCOLN, NEBRASKA REQUEST FOR PROPOSAL

1. INTENT

- 1.1 City of Lincoln Library Board is soliciting proposals from interested and qualified consultants to conduct a public opinion survey to solicit information from the community.
 - 1.1.1 The goal of the survey is to find out from library customers how well we are meeting their library needs and to find out from non-library customers why they do not use the library and what would attract them to the library.
 - 1.1.2 The intent of the survey is to encourage broad community participation.
 - 1.1.3 The survey will gauge community attitudes by requesting responses to a series of questions or statements relating to library services and issues.
 - 1.1.4 The survey will be unbiased and scientific.
 - 1.1.5 This includes using a scientific method to randomly select a sample as well as developing unbiased questions based on identified services and potential issues.

2. DESCRIPTION OF LINCOLN CITY LIBRARIES

- 2.1 Lincoln City Libraries serves a population of 225,581 within the city of Lincoln, Nebraska.
 - 2.1.1 In addition, through a contract, the library serves 24,710 in Lancaster County living outside the city limits of Lincoln.
- 2.2 Mission Statement - Lincoln City Libraries strives to provide equitable access to the accumulated knowledge of the world, encouraging individuals to pursue personal enrichment and to take informed action.
- 2.3 The library is part of Lincoln city government.
- 2.4 The Library Board, an administrative board of seven members, is appointed by the City Council and is responsible for the governance of the public library system.
- 2.5 Library system consists of main library, Bennett Martin Public Library, seven branches and one bookmobile.
 - 2.5.1 Fiscal year 2002-2003 budget is \$6,902,594 with 124.16 FTEs
- 2.6 Annual circulation is 2,751,363. Library holdings are 1,018,920.
- 2.7 Automated library system is Horizon with Sunrise.

3. SCOPE OF WORK

- 3.1 Determine the number of responses and the response rate needed for statistical significance.
 - 3.1.1 This includes determining the number of responses needed for households inside the city limits of the city of Lincoln and number of responses needed in Lancaster county outside city limits.
- 3.2 Develop a random sample for survey based on a list of residential telephone numbers in city of Lincoln and list of residential telephone numbers in county of Lancaster outside Lincoln city limits.
- 3.3 Construct the survey questions.
 - 3.3.1 The survey questions must be carefully designed.
 - 3.3.2 Questions must not lead the respondents; however, the survey questions must provide enough information to respond to in the event responders are not familiar with services or terms.
- 3.4 Administer telephone survey.
- 3.5 Administer survey on a one-on-one basis with library customers at Bennett Martin Public Library, seven branch libraries and bookmobile.
- 3.6 Analyze the survey results which includes a proper analysis that requires the expertise of persons trained in statistical analysis techniques.

- 3.7 **METHODOLOGY**: Develop the methodology and the logistics of conducting a random telephone survey of adult residents of the city of Lincoln and Lancaster county.
- 3.7.1 Include the statistical reliability and margin of error of the results.
- 3.8 **QUESTIONNAIRE DEVELOPMENT**: The proposal must demonstrate how the development of the questionnaire will take place.
- 3.8.1 The survey questions must measure and reflect current perceptions and attitudes toward current public library service.
- 3.8.2 The proposal must include an average length of time to conduct each interview within the range of 10 to 15 minutes.
- 3.9 **STATISTICAL ANALYSIS**: Percentage responses to each question and cross-tabulations must be determined and reported from the results of the survey. Any other statistical methods that may be appropriate should be suggested in the proposal.
- 3.10 **PROJECT MANAGEMENT TEAM**: A Project Management Plan describing how the project will be conducted, who the key personnel will be, a schedule with milestone dates, and a method of regular communication with the library's project manager on project progress.
- 3.11 **PROJECT SCHEDULE**:
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|------------------|---|
| August 15 - 31 | Work with firm on survey instrument |
| September 15 | Survey instrument completed |
| September 2 - 27 | Phone survey conducted |
| October 6 - 10 | In-house library survey conducted |
| October 13 - 24 | Firm works on analysis of results |
| October 31 | Draft survey results report due |
| November 3 - 7 | Staff and Board committee review draft of results |
| November 10 | Review comments reported to firm |
| November 18 | Survey results report to be completed by firm |
- 3.12 The final report will include a summary of the results of the survey and an analysis of key issues and trends.
- 3.12.1 The final report must include professional, clear, graphic representation of the survey results in Corel Presentations or a compatible software format.
- 3.12.2 The consultant will present the final report at a Library Board meeting.

4. **SELECTION CRITERIA**

- 4.1 Consultant proposals will be evaluated using the following criteria as a measure of the respondent's ability to successfully complete the project's scope of work.
- 4.1.1 Experience and qualifications as evidenced by:
- 4.1.1.1 Organization background and history
- 4.1.1.2 Relevant experience with other projects
- 4.1.1.3 Client references
- 4.1.1.4 Project samples
- 4.1.2 Strength of proposed Project Team as evidenced by:
- 4.1.2.1 Appropriateness of management personnel and technical staff proposed.
- 4.1.2.2 Organizational approach to project management including workflow, reporting and quality assurance procedures.
- 4.1.2.3 Relevant experience with other projects.
- 4.1.3 Quality of proposed approach to scope of work as evidenced by:
- 4.1.3.1 Understanding and discussion of technical issues.
- 4.1.3.2 Methodology and technical plan of operations.
- 4.1.3.3 Project management plan.
- 4.1.3.4 Quality assurance procedures.
- 4.1.4 Ability to successfully meet the project schedule and complete the project as evidenced by:
- 4.1.4.1 Understanding of task sequencing and major milestone events.
- 4.1.4.2 Adequacy of resources.
- 4.1.4.3 Ability to complete work on a timely basis.
- 4.1.4.4 Ability to meet scheduled completion dates.

- 4.1.5 Response characteristics.
 - 4.1.5.1 Adherence to the required format.
 - 4.1.5.2 Completeness of submittal.
- 4.2 Cost will not be the sole basis for selection since it is in Lincoln City Libraries' best interest to retain a consultant or firm that has significant professional credentials.

5. **SELECTION PROCESS**

- 5.1 A committee of Library Board and staff members will review the proposals in consultation with the City Purchasing Agent.
 - 5.1.1 The committee will make a recommendation to the Library Board.
 - 5.1.1.1 The Library Board or its designee shall be responsible for the final decision.
 - 5.1.2 Consultants shall be responsible for cost of preparing proposals.

6. **CONSULTANT'S RESPONSIBILITIES**

- 6.1 Designate project representative(s) and identify team members and responsibilities.
- 6.2 Prepare draft and final reports for review at predetermined stages throughout process.
- 6.3 Provide print and digital (Microsoft Word or compatible program) copies of final document and present results.

7. **LIBRARY'S RESPONSIBILITIES**

- 7.1 Supply information regarding library services and possible issues for questionnaire development.
- 7.2 Coordinate activities and meetings with library committee and Library Board.

8. **PROPOSAL ORGANIZATION AND SUBMISSION REQUIREMENTS**

- 8.1 Each submittal must include an original and eight (8) copies of your proposal.
 - 8.1.1 Mark the outside of the submittal package with the title "**Library Survey.**"
 - 8.1.1.1 Proposed fees for services outlined in the RFP must be submitted in a **separate sealed envelope** within the submittal package.
 - 8.1.1.2 The envelope must be clearly marked with the firm's name and project title.
 - 8.1.1.3 The proposals will be initially reviewed without consideration of fees.
 - 8.1.1.4 All fees submitted as part of the proposal may be further negotiated during the negotiation process.
- 8.2 The proposal shall conform to the following outline and shall not exceed twenty (20) 8.5"x11" typewritten, single-spaced pages; resumes and examples of related work are not included in the 20 page limit.
 - 8.2.1 The proposal shall include:
 - 8.2.1.1 *Overview/Scope of Work* - To convey the consultant(s) understanding of the objectives and requirements of this study.
 - 8.2.1.2 *Description of Consulting Team* - Provide listing of all team contractors and/or subcontractors with description of qualifications and experience.
 - 8.2.1.3 *Plan of work and technical approach* - A description of the proposed course and sequence of action or tasks including methodologies and a time-phase statement of project milestones.
 - 8.2.1.4 *Staff-time breakdown/proposed site visits* - A breakdown of the estimated staff time for each task outlined in the Plan of Work including proposed site visits.
 - 8.2.1.5 *References* - Provide at least three references for similar surveys for public libraries serving populations of 200,000 to 400,000.
 - 8.2.1.6 *Signature* - The proposal must be signed by a person authorized to negotiate and execute contracts on behalf of the consultant(s) or company and must be binding for 60 days.

9. SCHEDULE FOR CONSULTING CONTRACT

9.1 The Library anticipates award of the consulting contract within 30 days of the proposal deadline of Wednesday, July 2, 2003.

9.2 The consultant shall be prepared to initiate work by August 15, 2003 with an expected completion date of no later than November 18, 2003.

9.3 Questions or other inquiries regarding the RFP should be directed to:

Carol J. Connor, Library Director
Lincoln City Libraries
136 S. 14th Street
Lincoln, NE 68508-1899
Phone: 402-441-8510
Fax: 402-441-8586
Email: cjc@rand.lcl.lib.ne.us

cc: Vince M. Mejer, Purchasing Agent
City of Lincoln Purchasing Division
440 S. 8th St., Ste. 200
Lincoln, NE 68508
Phone: 402-441-8314
Fax: 402-441-6513
Email: vmejer@ci.lincoln.ne.us

10. DATA

10.1 The data becomes the sole property of Lincoln City Libraries.

INSTRUCTIONS TO PROPOSERS

CITY OF LINCOLN, NEBRASKA PURCHASING DIVISION

1. PROPOSAL PROCEDURE

- 1.1 Each RFP must be legibly printed in ink or by typewriter, include full name, business address, and telephone no. of the Proposer; and be signed in ink by the Proposer.
- 1.2 Response by a firm/organization other than a corporation must include the name and address of each member.
- 1.3 A response by a corporation must be signed in the name of such corporation by a duly authorized official thereof.
- 1.4 Any person signing a response for a firm, corporation, or other organization must show evidence of his authority so to bind such firm, corporation, or organization.
- 1.5 Proposals received after the time and date established for receiving offers will be rejected.

2. EQUAL OPPORTUNITY

- 2.1 Each proposer agrees that it shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, disability, national origin, age, or marital status. In the employment of persons, proposer shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to race, color, religion, sex, disability, national origin, age, or marital status.

3. DATA PRIVACY

- 3.1 Proposer agrees to abide by all applicable State and Federal laws and regulations concerning the handling and disclosure of private and confidential information concerning individuals and corporations as to inventions, copyrights, patents and patent rights.
- 3.2 The proposer agrees to hold the City harmless from any claims resulting from the proposer's unlawful disclosure or use of private or confidential information.

4. PROPOSER'S REPRESENTATION

- 4.1 Each proposer by signing and submitting an offer, represents that he/she has read and understands the specification documents, and the offer has been made in accordance therewith.
- 4.2 Each offer for services further represents that the proposer is familiar with the local conditions under which the work will be done and has correlated the observations with the requirements of the RFP.
- 4.3 Proposer warrants and represents to the City that all software/firmware/hardware/equipment/systems developed, distributed, installed or programmed by Proposer pursuant to this Specification and Agreement.
 - 4.3.1 That all date recognition and processing by the software/firmware/hardware/equipment/system will include the four-digit-year format and will correctly recognize and process the date of February 29, and any related data, during Leap years; and

- 4.3.2 That all date sorting by the software/firmware/hardware/equipment/system that includes a "year category" shall be done based on the four-digit-year format. Upon being notified in writing by the City of the failure of any software/firmware/hardware/equipment/systems to comply with this Specification and Agreement, Contractor will, within 60 days and at no cost to the City, replace or correct the non-complying software/firmware/hardware/equipment/systems with software/firmware/hardware/equipment/systems that does comply with this Specification and Agreement.

5. INDEPENDENT PRICE DETERMINATION

- 5.1 By signing and submitting this RFP, the proposer certifies that the prices offered have been arrived at independently, without consultation, communication or agreement, for the purpose of restricting competition, with any other proposer competitor; unless otherwise required by law, the prices which have been quoted in this offer have not been knowingly disclosed by the proposer prior to RFP opening directly or indirectly to any other competitor; no attempt has been made, or will be made, by the proposer to induce any person or firm to submit, or not to submit, a response for the purpose of restricting competition.

6. SPECIFICATION CLARIFICATION

- 6.1 Proposers shall promptly notify the Purchasing Agent of any ambiguity, inconsistency or error which they may discover upon examination of specification documents.
- 6.2 Proposers desiring clarification or interpretation of the specification documents shall make a written request which must reach the Purchasing Agent at least seven (7) calendar days prior to date and time for response receipt.
- 6.3 Interpretations, corrections and changes made to the specification documents will be made by written addenda.
- 6.4 Oral interpretations/changes to Specification Documents made in any other manner, will not be binding on the City; proposers shall not rely upon oral interpretations.

7. ADDENDA

- 7.1 Addenda are written instruments issued by the City prior to the date for receipt of offers which modify or interpret the specification document by addition, deletion, clarification or correction.
- 7.2 Addenda will be mailed or delivered to all who are known by the City to have received a complete set of specification documents.
- 7.3 Copies of addenda will be made available for inspection at the office of the Purchasing Agent.

- 7.4 No addendum will be issued later than forty-eight (48) hours prior to the date and time for receipt of offers, except an addendum withdrawing the RFP, or addendum including postponement.
- 7.5 Proposers shall ascertain prior to submitting their offer that they have received all addenda issued, and they shall acknowledge receipt of addenda on the proposal form.

8. ANTI-LOBBYING PROVISION

- 8.1 During the period between the bid close date and the contract award, bidders, including their agents and representatives, shall not directly discuss or promote their bid with any member of the City Council or City Staff except in the course of City-sponsored inquiries, briefings, interviews, or presentations, unless requested by the City.

9. EVALUATION AND AWARD

- 9.1 The signed proposal shall be considered an offer on the part of the proposer. Such offer shall be deemed accepted upon issuance by the City of purchase orders, contract award notifications, or other contract documents appropriate to the work.
- 9.2 No offer shall be withdrawn for a period of ninety (90) calendar days after the time and date established for receiving offers, and each proposer agrees in submitting an offer.
- 9.3 In case of a discrepancy between the unit prices and their extensions, the unit prices shall govern.
- 9.4 The RFP process is designed to be a competitive negotiation platform, where price is not required to be the sole determinative factor; also the City has the flexibility to negotiate with a select firm or selected firms to arrive at a mutually agreeable relationship.
- 9.5 A committee will be assigned the task of reviewing the proposals received.
 - 9.5.1 The committee may request documentation from Proposer(s) of any information provided in their proposal response, or require the Proposer to clarify or expand qualification statements.
 - 9.5.2 The committee may also require a site visit and/or verbal interview with a Proposer or select group of Proposers to clarify and expand upon the proposal response.
- 9.6 The offer will be awarded to the lowest responsive, responsible proposer whose proposal will be most advantageous to the City, and as the City deem will best serve their requirements.
- 9.7 The City reserves the right to accept or reject any or all offers, parts of offers; request new proposals, waive irregularities and technicalities in offers; or to award the RFP on a split-order basis, or lump-sum basis; such as shall best serve the requirements and interests of the City.

10. INDEMNIFICATION

- 10.1 The proposer shall indemnify and hold harmless the City, its members, its officers and employees from and against all claims, damages, losses, and expenses,

including, but not limited to attorney's fees arising out of or resulting from the performance of the contract, provided that any such claim, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of tangible property other than goods, materials and equipment furnished under this contract) including the loss of use resulting therefrom; is caused in whole or part by any negligent act or omission of the proposer, any subcontractor, or anyone directly or indirectly employed by any one of them or anyone for whose acts made by any of them may be liable, regardless of whether or not it is caused by a party indemnified hereunder.

- 10.2 In any and all claims against the City or any of its members, officers or employees by an employee of the proposer, any subcontractor, anyone directly or indirectly employed by any of them or by anyone for whose acts made by any of them may be liable, the indemnification obligation under paragraph 10.1 shall not be limited in any way by any limitation of the amount or type of damages, compensation or benefits payable by or for the proposer or any subcontractor under worker's or workmen's compensation acts, disability benefit acts or other employee benefit acts.

11. LAWS

- 11.1 The Laws of the State of Nebraska shall govern the rights, obligations, and remedies of the Parties under this proposal and any agreement reached as a result of this process.

12. AWARD

- 12.1 The RFP process is designed to be a competitive negotiation platform, where price is not required to be the sole determinative factor; also the City has the flexibility to negotiate with a selected firm or firms to arrive at a mutually agreeable relationship.
- 12.2 The City shall be the sole judge as to merits of the proposal, and the City's decision will be final.
- 12.3 A committee will be assigned by the Mayor with the task of reviewing the proposals received.
 - 12.3.1 The committee may request documentation from Proposer(s) of any information provided in their proposal response, or require the proposer to clarify or expand qualification statements.
 - 12.3.2 A short list of firms from proposals submitted may be selected for a presentation to the committee and ranked by committee members.
- 12.4 Final approval to enter into contract negotiations with the top ranked firm will be by the Mayor of the City of Lincoln.
- 12.5 The City shall not be liable for any expense incurred in connection with preparation of a response to this RFP.
- 12.6 The contract document shall incorporate by reference all requirements, terms and conditions of the solicitation, proposal received and all negotiated details.